

Overview and Lessons Learned from the VERB Campaign



It's what you do.

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National Breastfeeding Campaign, April 26, 2011

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Campaign Vision

All youth leading healthy lifestyles.

Campaign Mission

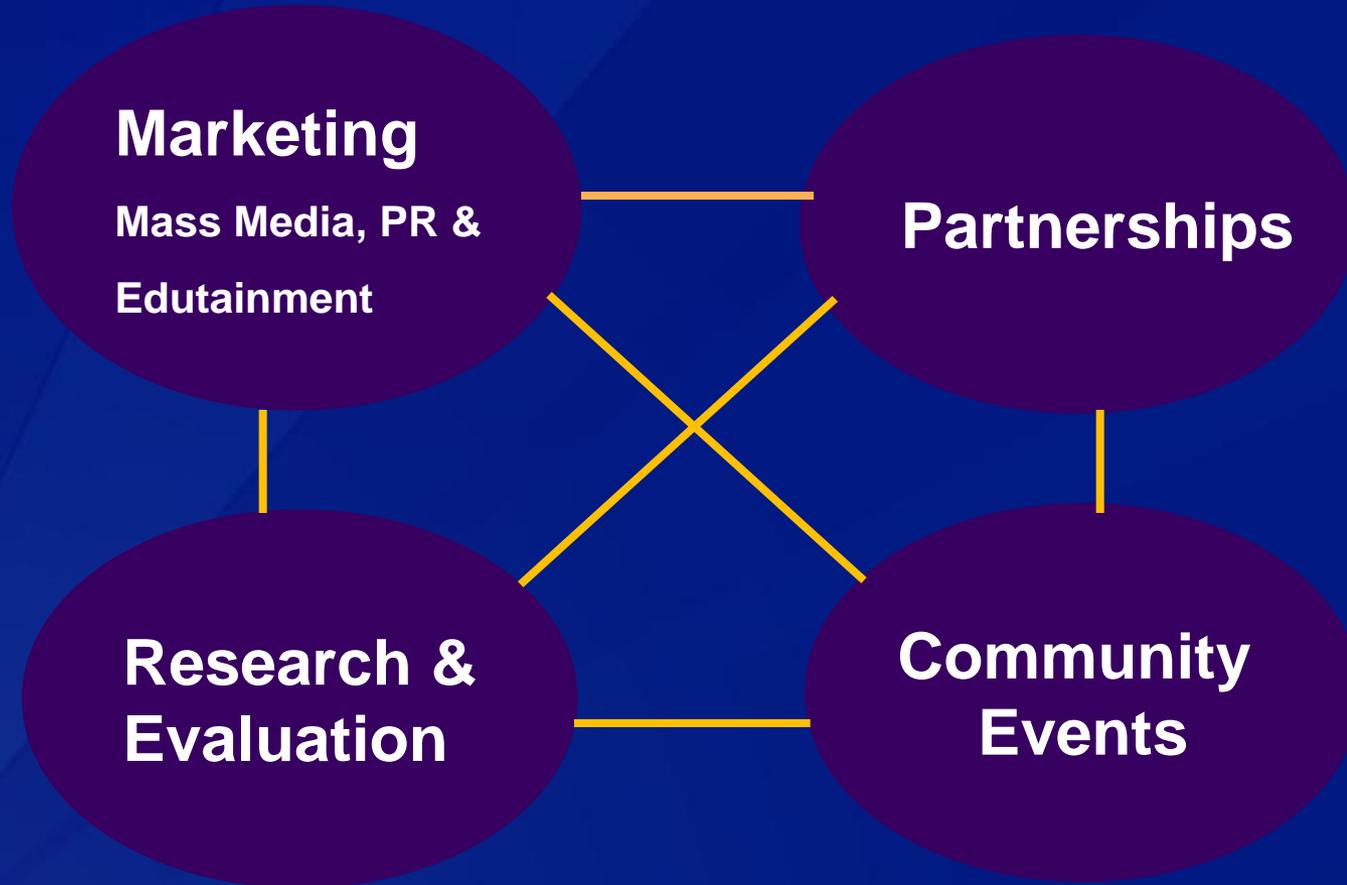
To increase and maintain physically activity among tweens (ages 9-13 years).

Audience

Primary: Tweens (ages 9-13 years)

Secondary: Parents, teachers, youth leaders

Interlinked Campaign Components



VERB & the 4 P's of Social Marketing

- Product: Physical activity
- Price: Benefits and costs of being physically active for tweens
- Place: Places tweens can be physically active
- Promotion: Messages, delivery channels, campaign strategies/tactics (advertising/marketing, school-based activity promotions “*VERB-style*,” community-based events, contests/sweepstakes, public relations, kid-friendly partnerships, other

Know Your Product!

“Selling” physical activity

**It's not a
physical product**



It's an experience

**For kids, it's not
about a rational
need**



**It's about an
emotional desire**

**It shouldn't just
inform**



**It creates affinity,
a feeling of
belonging**

**It shouldn't
preach**



**It should self
motivate**

Know Your Audience

- Audience segmentation
- Qualitative audience research
 - Ongoing focus groups, diads/triads, concept & message testing
 - Ethnographic (in-depth description of everyday behaviors; culture/other influences...)
 - Ideation (response to ideas, images)
 - Semiotic/Hedonic (response to signs/symbols, what is pleasurable/not pleasurable)
- Tracking and evaluation

Framing VERB Tweens' Physical Activity Messages

Cool!

Play!

Can Do!

Friends!

Positive!

Discover!

Explore!

Fun!

Try & try
again!

Laugh!

Messages Not for VERB Tweens!

**Don't... watch
so much TV.**

**Don't... play
videogames.**

Must do.....

Should do.....

**Exercise so
you won't get
heart disease
later in life.**

**Get 60 minutes of
physical activity
every day.**

**In day-to-day life,
we are surrounded
by brands!**

The “BIG” Brand Idea

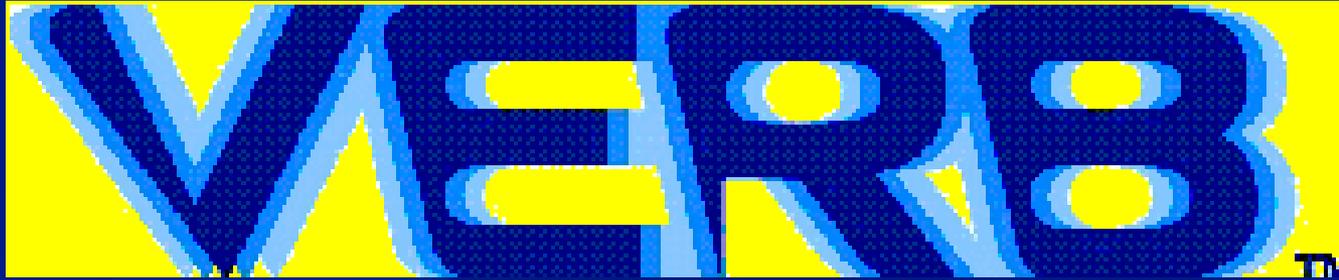
There are over 7,000 action words
in the dictionary.

Every one of them is a verb.

Verb is a word that gets you in action.

It says, “run,” it says, “jump,” it says, “bounce,
kick, draw, toss, dance, dream, and volunteer.”

Try a new action...find something new to do...
pick a new verb...that’s yours.



A kid's "brand" for having fun, playing, and being physically active.

VERB Surround Strategy



Campaign Strategy

2002

2003

2004

2005

2006

**GENERATE AWARENESS & BRAND
AFFINITY**

**INITIATE TRIAL BEHAVIOR &
ACTION**

**ENCOURAGE & REINFORCE
EVERY DAY PLAY**

Created An Ethnically Diverse “True to the VERB Brand” Campaign

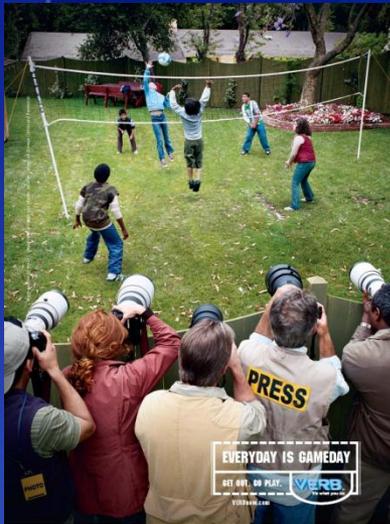
Mass
Market

Hispanic

African
American

Asian

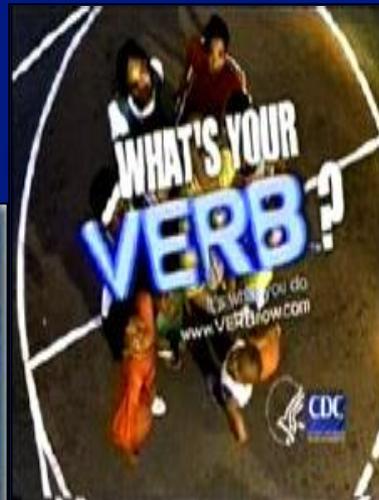
American
Indian



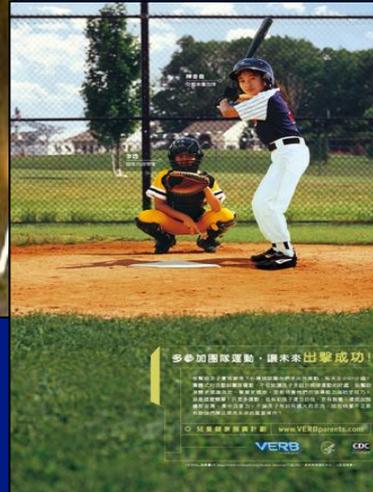
Tween Ad



Tween Ad



Tween Ad



Parent Ad



Parent Ad

VERB Activation Objectives By Phase

- Phase 1: Build awareness & affinity for the brand. “What is your VERB?”
- Phase 2: Motivate tweens to incorporate physical activity into their everyday lives.
- Phase 3: Motivate tweens to play anytime, anywhere, anyway.
- Phase 4: Ignite’s kid’s desire for physical activity. *“I play because nothing feels quite like it. I can’t not play.”*

Phase 4 – VERB Yellowball Campaign



- 5" to 6"
- Texturized rubber
- VERB logo
- Instructions
- Alphanumeric code

Today is Monday April 17, 2006 5:21 pm CST

MORE BLOGS

> A TOTAL OF 10 BLOGS FOR THIS YELLOWBALL



WAH!

Posted: Thursday, December 1, 2005. 2:53AM by: Blink Age: 15 From: Honolulu, HI

I was on a vacation, and some kid have me the Yellow Ball. I took it with me on the plane trip home.



THIS IS AWESOME!!

Posted: Thursday, December 1, 2005. 2:47AM by: Vanessa Age: 15 From: Silver Lake, CA

One day afterschool, I went outside and my friend walked over to me and handed me a yellow ball. She told me it was special, so I accepted it and started playing handball with my friends. It was

... [Read more](#)



THEY ARE SO FUN!

Posted: Thursday, December 1, 2005. 1:33AM

played with it!

OR

★ TRACK A BALL ★

There are thousands of VERB YELLOWBALLS out there. Enter your zip code to find out who's got 'em and what they're doing with 'em!

ENTER ZIP CODE

GO!

YELLOWBALL'S TOP THREE

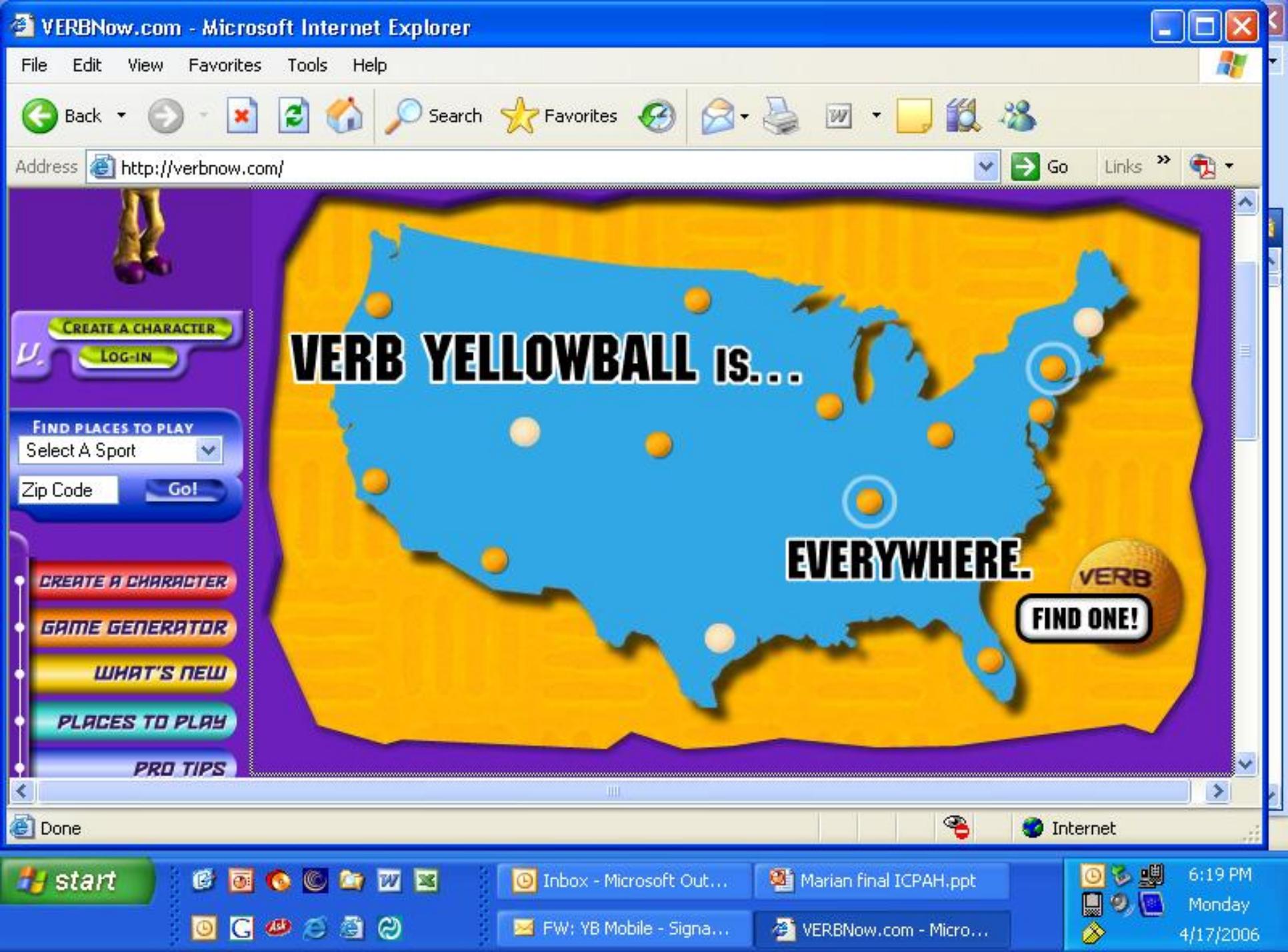
And the greatest YELLOWBALLS of all time are...

MOST PASSED

MILES TRAVELED

TOP 3 MOST PASSED YELLOWBALLS

- 1. Passed 17 times
- 2. Passed 10 times
- 3. Passed 8 times



VERB YELLOWBALL is...

EVERYWHERE.

FIND ONE!

CREATE A CHARACTER

LOG-IN

FIND PLACES TO PLAY

Select A Sport

Zip Code **Go!**

CREATE A CHARACTER

GAME GENERATOR

WHAT'S NEW

PLACES TO PLAY

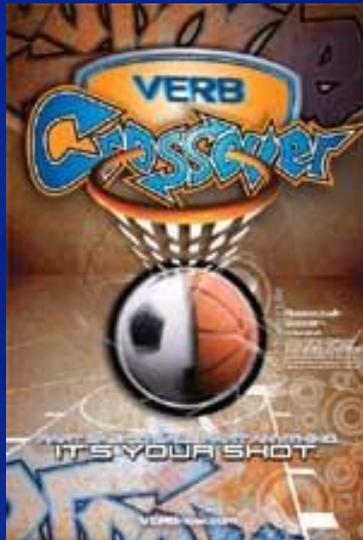
PRO TIPS

National Activity Promotions

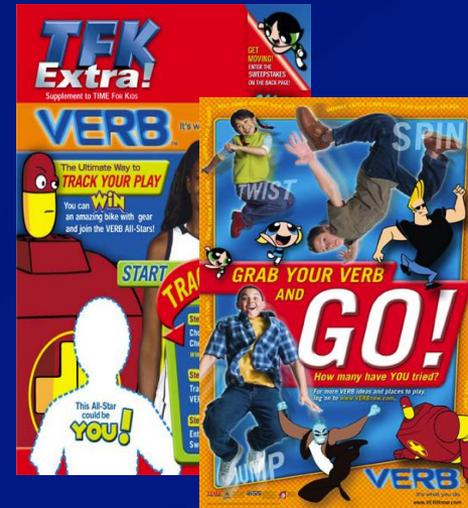
2003



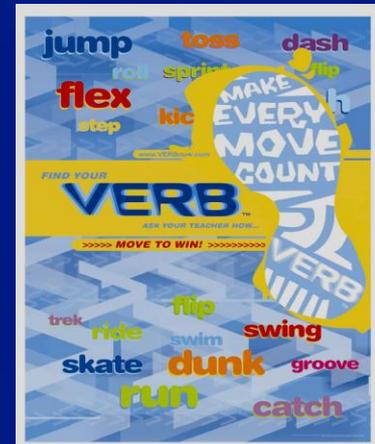
2005



Custom Publications



Contest/Sweepstakes



“Experience the brand”



Six 22-foot trucks
80 cities in 16 weeks
Over 500,000 tweens



Nashville, TN -- Anytour stop



VERB Summer Scorecard 2011

Iowa



<http://iowaverb.org/>

Kentucky

iVerb
Put It On
YOUR PLAYLIST

THIS SUMMER. YOU COULD WIN
GREAT PRIZES LIKE A WII, IPOD,
SKATEBOARD, BIKE AND MORE!
(AGES 9-13)

<http://www.verbsummerscorecard.com/>



The VERB campaign -- a success!

- After 1 year, effects were found in free-play physical activity in sub-populations, notably younger tweens (9 to 10 years) and girls
- In years two and three, effects were found for the entire target population for free-time physical activity
- Findings from year four (2006) showed that the level of exposure to VERB™ by tweens was significantly associated with physical activity the day before the survey and on each of the psychosocial variables

VERB Lessons Learned - Key Points

- Develop clear, focused campaign goals
- Develop a logic model (not illustrated in presentation)
- Plan using the 4 P's of social marketing and design an audience-driven intervention
 - Know the product and price
 - Know your audience (...audience research)
 - Knowledge, attitude, motivations, barriers
 - Media environment (...delivery channels)

VERB Lessons Learned - Key Points - 2

- Consider a branding approach
 - “Instant association” of brand to message
 - Interactions with the brand
- Build in multiple and mutual reinforcing strategies
- Plan for sustainability
- Take risks to make a difference
- Continuous evaluate and refine campaign

Thank You . . . fwong@cdc.gov

CDC VERB Post Campaign Site

<http://www.cdc.gov/verb>

VERB Case Study Description

<http://thensmc.com/resources/showcase/verb%E2%84%A2>

For more information please contact Centers for Disease Control and Prevention

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E-mail: cdcinfo@cdc.gov

Web: www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

